

Docket No. IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

## REMARKS

Claims 47, 50-53, 56-59, 62-65, 68-71 and 74-78 are pending in the present application.

This Amendment is in response to the Office Action mailed December 7, 2005. In the Office Action, the Examiner objected claims 53, 59 and 71, rejected claims 47, 50-53, 56-59, 62-65, 68-71 and 74 and 75 under 35 U.S.C. § 102(e), and claims 47, 50-53, 56-59, 62-65, 68-71 and 74-78 under 35 U.S.C. § 103.

Applicant has cancelled claims 57, 59, 63-64 and 71, amended claims 47, 51, 53, 62, 65 and 74-77. Reconsideration in light of the amendment and remarks made herein is respectfully requested.

### **I. CLAIM OBJECTION**

The Examiner objected claims 53, 59 and 71 because of some informalities. Applicant has amended the claims accordingly. Therefore, Applicant respectfully requests the objection be withdrawn.

### **II. REJECTIONS UNDER 35 U.S.C. § 102**

In the Office Action, the Examiner rejected claims 47, 50-53, 56-59, 62-65, 68-71 and 74 and 75 under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,470,085 issued to Uranaka et al. ("Uranaka"). Applicant respectfully traverses the rejections for the following reasons.

Uranaka discloses an application package and system for permitting a user to use distributed application package on the term of the use. The package comprises at least one application, a volume (or package) descriptor, and a

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distribution descriptor comprising data, which is determined mainly at the time of, e.g., distribution or sales after the pressing of the DVD (Col. 5, lines 24-29). Uranaka also discloses a process in which a client DVD player obtains the application encrypting key K from a server. The server retrieves a key K from a K table using VID. The key K is encrypted with an arbitrary number used only in the current process... (Col. 14, lines 59-65). Unlike the present invention, Uranaka does not disclose performing a first table lookup to determine a title, a genre of said medium, a retailer, a broadcast update, or a pre-defined condition, the pre-defined condition being new information, support information and performing a second table lookup to determine a redirect transaction to said retailer, an advertising, a banner, a specific video that can be played, multimedia element, or whether medium can be unlocked or installed.

To support a 102 rejection, the Examiner must show that "each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference." Verdegaal Bro. v. Union Oil Co. of California, 814 F.2d 628, 631 (Fed. Cir. 1987), (MPEP §2131). In addition, "[t]he identical invention must be shown in as complete detail as is contained in the ... claim." Richardson v. Suzuki Motor Co., 868 F.2d 1226, 1236, 9 USPQ2d 1913, 1920 (Fed. Cir. 1989), (MPEP §2131). Here the Examiner has not pointed out the specific language in Uranaka that teaches the performing a first table lookup to determine a title, a genre of said medium, a retailer, a broadcast update, or a pre-defined condition, the pre-defined condition being new information, support information and a second table lookup to determine a redirect transaction to said retailer, an advertising, a banner, a specific video that can be played, multimedia element, or whether medium can be unlocked or installed.

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Uranaka taken alone or in any combination, does not disclose, suggest, or render obvious performing first and second table look-ups. Therefore, Applicant respectfully requests that rejection be withdrawn.

### III. REJECTIONS UNDER 35 U.S.C. § 103

The Examiner rejected claims: (1) 47, 50-53, 56-59, 62-65, 68-71, 74 and 75 under U.S.C. § 103(a) as being unpatentable over Uranaka in view of U.S. Patent 6,081,785 issued to Oshima et al ("Oshima"); (2) 76-78 under U.S.C. § 103(a) as being unpatentable over Uranaka in view of U.S. Patent 5,822,291 issued to Brindze et al ("Brindze"). Applicant respectfully traverses the rejections for the following reasons.

Oshima discloses optical disks that utilize a BCA for recording IDs and use the IDs to provide access to the content of the disks (Abstract, figure 6a-b).

Brindze discloses catalog shopping. A user receives catalog mass storage element and inserts it into a terminal drive unit. A transaction controller causes header information to be read from the CD in a format test sequence. The sequence checks for a digital signature to determine that the catalog is authorized for use on the system before entering the catalog routine ... the user may select single or multiple items for purchase... (Col. 8, lines 39 – 60).

Uranaka, Oshima, and Brindze, taken alone or in any combination, do not disclose, suggest, or render obvious the performing a first table lookup to determine a title, a genre of said medium, a retailer, a broadcast update, or a pre-defined condition, the pre-defined condition being new information, support information and the performing a second table lookup to determine a redirect

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transaction to said retailer, an advertising, a banner, a specific video that can be played, multimedia element, or whether medium can be unlocked or installed.

Therefore, Applicant believes that independent claims 47, 53, 65 and their respective dependent claims are distinguishable over the cited prior art references. Accordingly, Applicant respectfully requests the rejections under 35 U.S.C. § 102(b) and § 103(a) be withdrawn.

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### CONCLUSION

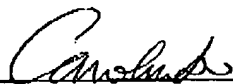
In view of the amendments and remarks made above, it is respectfully submitted that the pending claims are in condition for allowance, and such action is respectfully solicited. If it is believed that a telephone conversation would expedite the prosecution of the present application, or clarify matters with regard to its allowance, the Examiner is invited to contact the undersigned attorney at the number listed below.

The Commissioner is hereby authorized to charge payment of any required fees associated with this Communication or credit any overpayment to Deposit Account No. 04-1175.

Respectfully submitted,

DISCOVISION ASSOCIATES

Dated: March 3, 2005

  
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Caroline T. Do, Esq.  
Reg. No. 47,529

DISCOVISION ASSOCIATES  
INTELLECTUAL PROPERTY DEVELOPMENT  
P. O. BOX 19616  
IRVINE, CA 92623  
(949) 660-5000

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